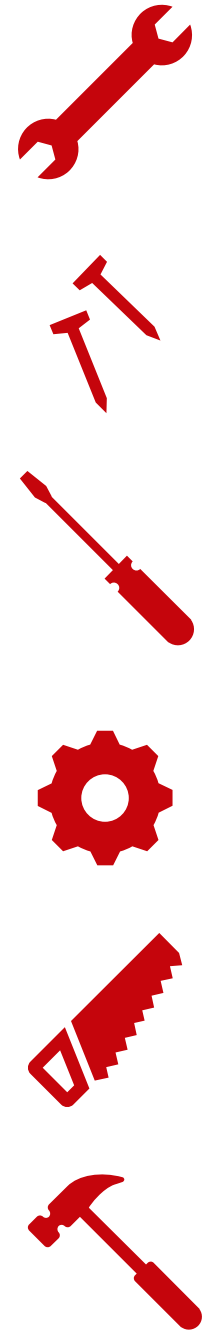




Communication Toolbox:

Building Effective Strategies
for Alcohol and Drug
Prevention Communication

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Special Thanks

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Learning outcomes

1

Understand the importance of strategic communication

as part of a broader alcohol and drug prevention strategy.

2

Learn the key elements required for effective drug and alcohol communication

in order to build a proactive, evidence-based, and audience-relevant communication strategy for your organization.

3

See strategic communication planning in action

consider how these strategies may apply to your organization's alcohol and drug prevention goals.

Communication Toolbox

Introduction

Communication for behavior change

Tools for communication planning

Try it out

Our campus: The University of Wisconsin-Madison



Location:
Madison, WI

Type:
Public

Undergraduates:
35,665

- 44% in-state
- 9% international

Division:
Big 10
Research 1

Alcohol and Drug Prevention



Full-service student health center,
student fee-funded.

Areas of student support:

Medical – Mental Health – Prevention

Suicide Prevention

Violence Prevention

Alcohol and Drug Prevention



47% of students drink at
high risk



30% of students
use nicotine or tobacco



40% use cannabis



Disparities in alcohol use
among student population

Icebreaker

How confident do you feel in communication planning?

**Raise
your
hand...**

1 – a bit shaky

5 – I've mastered it



Communication Toolbox

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Try it out

Communication is part of all areas of prevention

Alcohol and Drug Prevention Activities



Communication supports behavior change

Change Management Principles

- **Communicate** about the change
- **Involve** stakeholders at all levels of the organization
- Focus on organizational **culture, mission and vision**
- Provide **encouragement and incentives** to change

Communicating for Change

- **And do it continuously!**
- **Not just students**
- **Consistent messaging across organization**
- **Know what's motivating**

Communication Toolbox

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Case study: Narcan on campus

About the Project

In the fall of 2022, UW-Madison installed 12 boxes containing Narcan in campus Housing. In August 2023, UW-Madison installed 13 additional boxes, for a total of 25 boxes throughout campus, including library, gym, and Union locations.

This change made Narcan available and easily accessible to the entire campus community, including faculty, staff, and students not living in campus housing.

UHS aimed to announce the change, expand overdose awareness, and educate the campus community on where to find and how to use Narcan on campus.



Communication planning at-a-glance



First things first: Goal setting



Set goals

- What do you want to achieve?
- How will you know if you're successful?

**This will inform
our final step.**



Background

- What are you working on?
- What problems are you trying to solve?

Communication Goals

- What do you hope to achieve?
- SMART (Specific, Measurable, Achievable, Relevant, Time-based)

Measurement

- Quantitative and qualitative modes of measurement

Case Study: Narcan on campus

Background

In 2022 and 2023, UW-Madison installed a total of 25 boxes throughout campus, including library, gym, and Union locations.

This change made Narcan available and easily accessible to the entire campus community, including faculty, staff, and students.

UHS aimed to announce the change, expand overdose awareness, and educate the campus community on where to find Narcan on campus.

Communication Goals

Measurement

Inform students, faculty, and staff of on-campus Narcan availability

Pageviews
Reach
Social media engagement

Increase access to Narcan on campus

Box utilization

Promote overdose awareness

AlcoholEdu data
NCHA data

Identify audiences

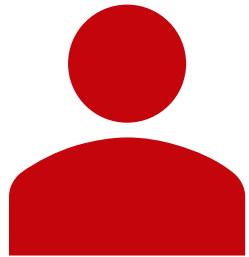


- Who are you trying to reach?
- What unique needs do different parts of your population have?
- Who can help you achieve your prevention goals?

Identify
Audiences

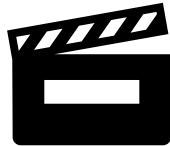
Communication is not just education

Different audiences have different needs



INFORM

I need to be aware



INFLUENCE

I need to take action



INVOLVE

My support is needed

**Identify
Audiences**

Audience Analysis



Audiences and Stakeholders

Students

Faculty and staff

Campus Health

Other groups
(outside the university)

University leadership

Other campus orgs

**Identify
Audiences**

Case Study: Narcan on campus

Audiences and Stakeholders

Students	Faculty and staff	UHS	Other groups (outside the university)
<ul style="list-style-type: none"> <input type="checkbox"/> All undergraduate students <input type="checkbox"/> First-year students <input type="checkbox"/> Transfer students <input type="checkbox"/> International students <input type="checkbox"/> Student organizations and groups <input type="checkbox"/> Fraternities and sororities <input type="checkbox"/> Peer educators <input type="checkbox"/> Resident assistants <input type="checkbox"/> Students in recovery <input type="checkbox"/> Students at risk of overdose 	<ul style="list-style-type: none"> <input type="checkbox"/> Undergraduate instructors <input type="checkbox"/> Graduate TAs <input type="checkbox"/> New instructors <input type="checkbox"/> Student academic advisors <input type="checkbox"/> Departmental advisors <input type="checkbox"/> Library staff <p>University leadership</p> <ul style="list-style-type: none"> <input type="checkbox"/> Chancellor Mnookin <input type="checkbox"/> UHS leadership <input type="checkbox"/> Dean of Students <input type="checkbox"/> Departmental deans <input type="checkbox"/> Associated Students of Madison (ASM) 	<ul style="list-style-type: none"> <input type="checkbox"/> Medical staff <input type="checkbox"/> Mental health staff <input type="checkbox"/> Prevention Staff <p>Other campus organizations</p> <ul style="list-style-type: none"> <input type="checkbox"/> Student Affairs <input type="checkbox"/> Facilities Planning & Management <input type="checkbox"/> Recreation and Wellbeing <input type="checkbox"/> University Housing <input type="checkbox"/> Wisconsin Voices for Recovery <input type="checkbox"/> University Communications <input type="checkbox"/> Wisconsin Union 	<ul style="list-style-type: none"> <input type="checkbox"/> Media <input type="checkbox"/> Parents of students <input type="checkbox"/> Madison community members

Case Study: Narcan on campus

INFORM

All students, faculty, and staff

INFLUENCE

People at risk of overdose

People who know someone at risk of overdose

INVOLVE

Box site staff

Student organizations

Campus leadership



Side note

Understanding your audiences

Feedback channels like focus groups or surveys can help you find out what resonates:

- Prior knowledge
- Beliefs and biases
- Language and terminology
- Access to information/channels

Low capacity options:

- Use existing groups/channels
- Consider informal feedback
- Lean on campus partners

Develop messages



- What messages are needed for audiences with each type of involvement?
- What messages are the same across groups? What messages differ?



Messaging

What does [AUDIENCE] need to
KNOW?



What does [AUDIENCE] need
to **FEEL?**



What does [AUDIENCE] need to **DO?**

Case Study: Narcan on campus

Messaging

What do students need to **KNOW**?

- Narcan is free and easily accessible to them for emergency use or to take and carry in case of an emergency
- Where Narcan is located on campus
- How to use Narcan
- Signs of overdose
- Risks of fentanyl and opioid overdose (including drug lacing)

→ What do students need to **FEEL**?

- They have the power, knowledge, and ability to save a life
- Overdose is an issue that could affect them or someone they know—it is not a far-away or unrealistic issue
- Narcan is safe and highly effective at reversing an opioid overdose
- It is important to be prepared and act quickly in the case of overdose

→ What do students need to **DO**?

- Recognize the signs of overdose
- Locate their nearest Narcan box location
- Carry Narcan with them (as a preventive measure) if they or a friend/peer are at risk of overdose
- Administer Narcan in an emergency and call 911

Select channels



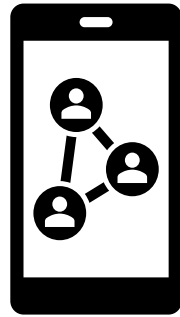
- How will you reach each audience?
- What channels exist within your organization?
- Can you utilize existing modes of communication?

Select Channels

What channels can you look for?

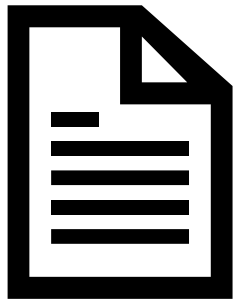
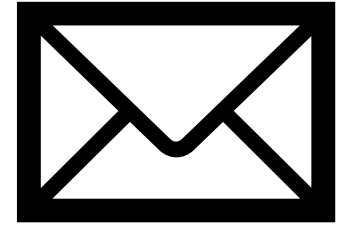
Social Media

- Instagram
- Twitter
- Facebook



Newsletters and Email Lists

- Advisors
- Departments
- University



Print

- Posters
- Postcards
- Flyers
- Stickers



Campus News

- Press releases
- Student newspapers

Digital

- Websites
- Digital TVs



Keep in mind:
You can ask your campus partners what channels exist in their area!

Case Study: Narcan on campus

Communication Channels Inventory

Channels	Audience	Description	Timing/Frequency
Talking points	Campus partners	<ul style="list-style-type: none"> Provide consistent messaging on the change 	August launch
Press release	Students, faculty, staff, visitors, media	<ul style="list-style-type: none"> Announce additional boxes on campus 	August – in line with Overdose Awareness Day
Posters	Students in housing, box sites	<ul style="list-style-type: none"> Promote box locations (with QR code) and increase awareness of signs of overdose 	Throughout fall semester
Social media	Followers	<ul style="list-style-type: none"> Announce additional boxes Increase awareness of signs of overdose 	Overdose Awareness Day Throughout fall semester
Newsletters/email listservs	Students in Housing Grad students Teaching instructors Faculty/staff	<ul style="list-style-type: none"> Broad and targeted distribution of information and resources throughout campus community 	Housing: weekly GradConnections: weekly
Webpages	Students, faculty, staff, visitors	<ul style="list-style-type: none"> Provide information, FAQs, and campus map 	August launch
Online map	Students, faculty, staff, visitors	<ul style="list-style-type: none"> Provide overview of where boxes are located on campus 	August launch

Build communication plan



- How can you bring together the pieces of your plan?
- What events on and off campus can you tie your communications to?



EVENTS

	JULY	AUG	SEPT	OCT	NOV	DEC
	Summer Break		Fall Semester			

COMMUNICATION TOUCHPOINTS

Emails						
Newsletters						
News Articles						
Print Materials						
Other						
Outreach Events						
Social Media						



EVENTS

JULY	AUG	SEP	
Summer Break			

1 Add key dates and events on and off campus, like:

- On-campus events, including academic calendar changes, hot spots, etc.
- National events that provide opportunities for cross-messaging (e.g., awareness days)
- Key events related to your project

COMMUNICATION TOUCHPOINTS

Emails
Newsletters
News A
Print Mater
Other

2 Add channels from your channel analysis

3 Add communication items to the matrix, aligning with key dates. If it's helpful, you can color-code based on audience.

If relevant for your organization, you can also include outreach and social media activities.

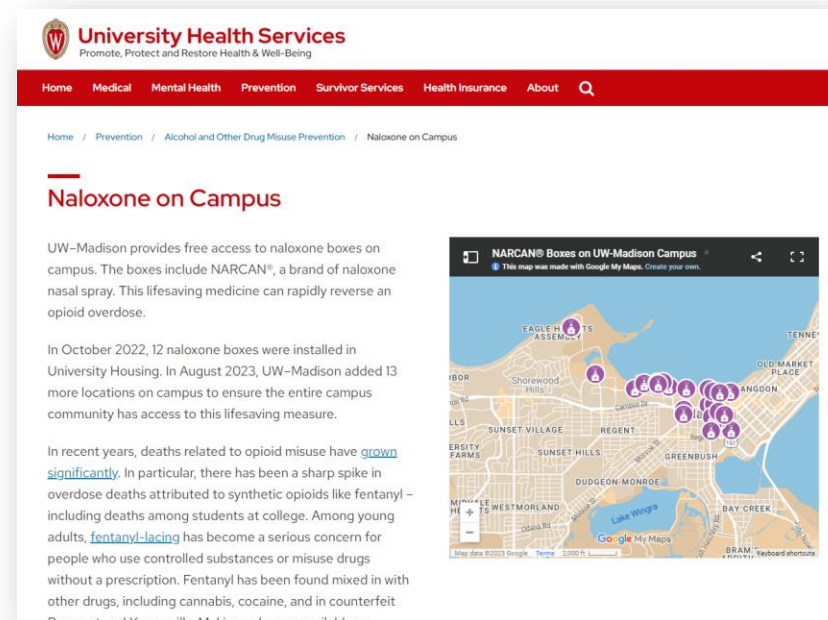
Outreach Events
Social Media

Case study: Narcan on campus

Digital Screen

Digital Communications

- Press release
- Box location digital screens
- Campus partner email and resource package
- Box location list
- Talking points and FAQs
- Campus newsletters
- Website pages
- Narcan map
- Social Media



Webpage with Map

Case Study: Narcan on campus

Print Communications

- Overdose awareness posters
- Naloxone wallet cards
- Box location posters

Box Location Poster



Wallet Card

Measure success



- What were your goals?
- How will you know if you achieved them?
- What are ways you can measure this?



Goals

- What do you hope to achieve?
- SMART (Specific, Measurable, Achievable, Relevant, Time-based)

Measurement

- Quantitative and qualitative modes of measurement

Case Study: Narcan on campus

Goals	Measurement
<p>Inform students, faculty, and staff of on-campus Narcan availability</p>	<ul style="list-style-type: none"> • 8,278 views of campus map • 1,561 views on “Naloxone on Campus” webpage and FAQs from July 2023 to present • 386 views on press release • 4 media/campus partner inquiries • Broad campus newsletter reach, including promotion to all undergraduate and graduate students, faculty and staff
<p>Increase access to Narcan on campus</p>	<ul style="list-style-type: none"> • Box utilization: 48 boxes opened / 5 doses of Narcan removed since August 2023 (increase from previous year utilization) • Interest from campus partners—several partners reached out requesting consideration for additional boxes
<p>Promote overdose awareness</p>	<ul style="list-style-type: none"> • Over 9,000 students received training on overdose awareness and Narcan availability as part of AlcoholEdu in fall 2023

Communication Toolbox

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Try it out

Your turn!

SCENARIO: Your university has an on-campus housing requirement for freshman and sophomores.

In recent years, there have been and increase in residents being transported for intoxication.



How would you get started creating a plan for alcohol communications related to this?

**Identify
Audiences**

**Develop
Messages**

**Select
Channels**

Build Plan

**Measure
Success**



Questions?